

# Case Study: Retail Stores

*What is the power of managing your online reputation properly?*

In 2019 and beyond, consumers trust online reviews almost as much as personal recommendations. Reviews have a direct effect on your brand's ranking in desktop, mobile, and voice searches. By investing the time and effort into cultivating a positive online reputation, you're investing in your bottom line.

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## In 2017, a Fortune 500 department store began using DAC's Reputation Management products:

### 1 Review solicitation

Solicit positive reviews and boost your brand's online reputation on the third-party sites that matter most, including Google, Yelp, and Facebook.

### 2 Sentiment analysis

Gain a deeper understanding of consumer sentiment, so you can better pinpoint and take action on what's important to your customers.

### 3 Competitive analysis

Get a leg up on the competition with valuable insights on your competitors as a whole and at the hyper-local level, as well as industry trends and areas where your business can improve.

### 4 Responding to reviews

Monitor, manage, and analyze reviews across all major online review sites, and respond immediately and efficiently—no need to visit each review site individually.



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## The results

By using these tools, the client was able to quickly identify problems and take appropriate action, achieving the following results:

**+32%**

Increase in overall reviews, or an additional 11,258 reviews

**+3%**

Increase in average star rating, moving from an overall rating of 4.0 to 4.1 stars

**+16%**

Increase in Review Net Promoter Score, for a current metric of 33%